sweet dreams

INVESTOR PRESENTATION

H1, FY 26-27

SAFE HARBOR

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LEADERSHIP'S COMMENTS

During H1 FY 2026-27, the Company continued to strengthen and expand its Exclusive Brand Outlet ("EBO") network in line with its growth strategy. EBO revenue grew 65% year-on-year, supported by footprint expansion and healthy Same-Store Sales Growth ("SSSG"). This reflects both the scalability of the model and strong consumer traction. As a result, EBOs contributed 35.8% of total revenue, up from 25.4% in H1 FY'26. The contribution of the Multi-Brand Outlet ("MBO") channel moderated to 38.4% from 50.2%, reflecting the Company's deliberate shift towards the higher-visibility, higher-margin EBO format.

The Company reported revenue of ₹91.33 crore for H1 FY 2026-27, a year-on-year increase of 16.65%. Gross margin rose to ₹51.10 crore from ₹43.47 crore in the corresponding period of the previous year. EBITDA (before exceptional items) was ₹2.06 crore, and Profit After Tax stood at ₹0.33 crore. Improved working capital management drove a strong turnaround in cash flow from operations, which was a positive ₹9.46 crore against an outflow of ₹0.70 crore in H1 FY'26.

During H1 FY 2026-27, the Company increased its investments in marketing, customer acquisition, and brand building initiatives. It also strengthened its workforce across sales, retail operations, and support functions. These investments are aimed at building brand recall, widening the customer base and creating the organisational capability needed to scale the EBO network. The Company opened 15 new stores and closed 6 under-performing stores as part of portfolio optimisation, taking the total EBO count to 84. The Company will continue to accelerate store additions in the coming periods to strengthen market share, enhance brand visibility, improve gross margins and achieve economies of scale.

Our brand strategy centres on high-quality products in the mid-premium segment, with a focused push into sleepwear, a category still largely dominated by the unorganised market. Through EBO expansion and an asset-light operating model, we aim to deliver stronger cash flows, faster inventory turns and improved margins, reinforcing the Company's financial and operational resilience.



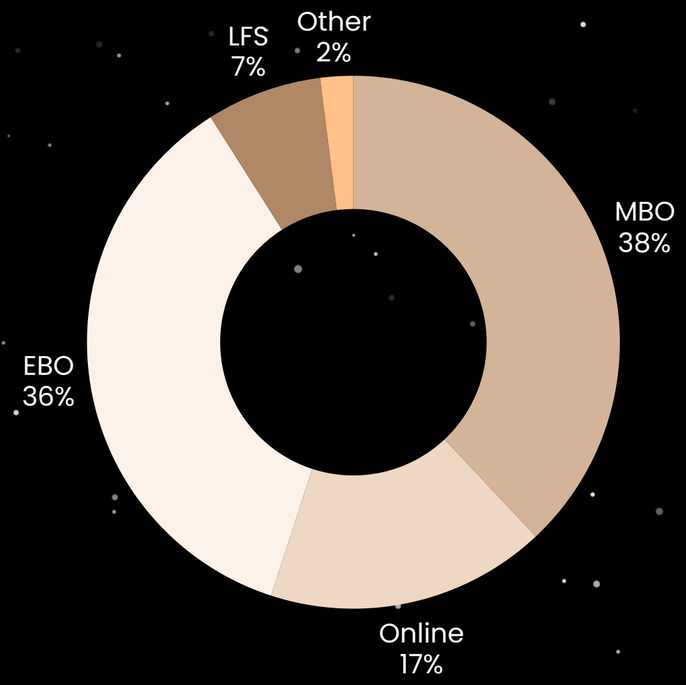
HITESH RUPARELIA
Chairman & Managing Director



UTPAL RUPARELIA
Managing Director

SALES MIX EVOLUTION: H1 FY'27 VS H1 FY'26

SALES MIX (H1, FY'27)

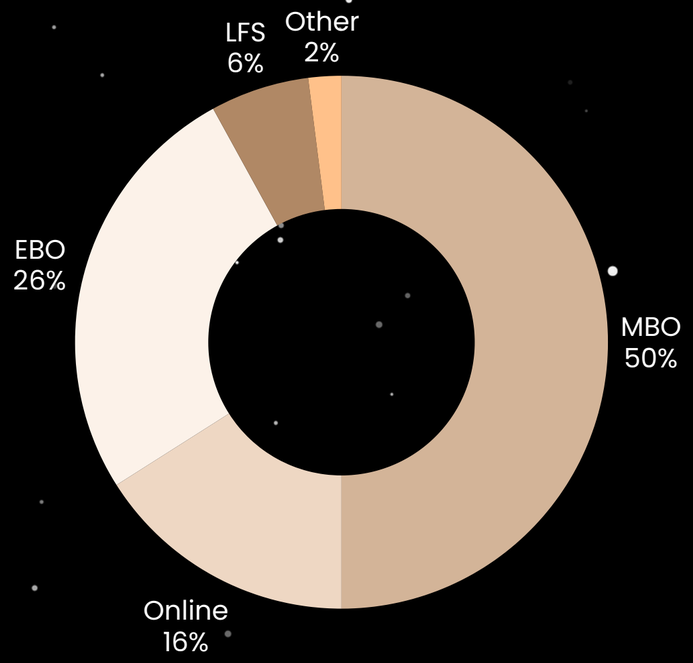


Revenue from Operations

₹91.33 CR

▲16.6%

SALES MIX (H1, FY'26)



Revenue from Operations

₹78.30 CR

OPERATIONAL & FINANCIAL PERFORMANCE

H1, FY 25-26	H1, FY 26-27
Gross Profit ₹43.48 CR	Gross Profit ₹51.10 CR ▲17.5%
EBITDA ₹2.18 CR	EBITDA* ₹2.06 CR ▼-5.5%
Profit After Tax ₹0.13 CR	Profit After Tax ₹0.33 CR ▲153.8%

H1, FY 25-26	H1, FY 26-27
Gross Profit Margin 55.52%	Gross Profit Margin 55.95% ▲ 0.43%
EBITDA Margin 2.78%	EBITDA Margin* 2.26% ▼ -0.52%
PAT Margin 0.17%	PAT Margin 0.36% ▲ 0.19%

***EBITDA of ₹ 2.06 Crore is before Exceptional expense of ₹ 0.22 Crore - pertaining to the write-off of capital expenditure related to strategic store closures.**

H1, FY 26-27 PROFIT & LOSS STATEMENT

(IN CRORE)

Particulars	H1, 26-27	H1, 25-26	YOY
Revenue from Operations	91.33	78.30	16.60%
Cost of Material Consumed	40.23	34.82	
Gross Profit	**51.10**	**43.48**	**17.5%**
Gross Margin	**55.9%**	**55.5%**	
Employee Cost	10.30	8.61	
Other Expenses	38.74	32.69	
EBITDA	**2.06**	**2.18**	**-5.5%**
EBIDTA Margin	**2.3%**	**2.8%**	
Other Income	0.60	1.70	
Loss on discard of Closed stores assets	0.22	-	
Depreciation	1.23	1.61	
EBIT	**1.21**	**2.27**	
Finance Cost	0.69	1.90	
Profit Before Tax & Exceptional items	**0.52**	**0.37**	**40.5%**
Exceptional items	-	-	
Profit Before Tax	**0.52**	**0.37**	
Tax	0.19	0.24	
Profit After Tax	**0.33**	**0.13**	**153.8%**
PAT Margin	**0.4%**	**0.2%**	
EPS (in Rs.)	0.17	0.07	

STATEMENT OF ASSETS & LIABILITIES (IN CRORE)

Particulars	As at September 30, 2026	As at March 31, 2026
EQUITY AND LIABILITIES		
Shareholders' funds		
(a) Share capital	18.72	18.72
(b) Reserves and surplus	101.93	101.49
	120.65	**120.21**
Non-current liabilities		
(a) Long-term borrowings	0.12	0.21
(b) Long-term provisions	1.13	1.06
	1.25	**1.27**
Current liabilities		
(a) Short-term borrowings	6.76	16.05
(b) Trade payables		
-Due to Micro and Small enterprises	14.36	14.00
-Due to others	4.42	4.61
(c) Other current liabilities	19.49	16.40
(d) Short-term provisions	0.83	0.97
	45.86	**52.03**
TOTAL	**167.76**	**173.51**

Particulars	As at September 30, 2026	As at March 31, 2026
ASSETS		
Non-current assets		
(a) Property, Plant and Equipment and Intangible Assets		
(i) Property, Plant and Equipment	11.52	10.96
(ii) Intangible assets	0.06	0.07
(b) Deferred tax assets (net)	1.76	1.55
(c) Long-term loans and advances	0.64	0.49
(d) Other non-current assets	10.74	27.16
	24.72	**40.23**
Current assets		
(a) Inventories	45.24	44.06
(b) Trade receivables	69.87	81.53
(c) Cash and bank balances	18.15	2.43
(d) Short-term loans and advances	9.28	4.73
(e) Other current assets	0.50	0.53
	143.04	**133.28**
TOTAL	**167.76**	**173.51**

STATEMENT OF CASH FLOW

Particulars	For the half year ended September 30, 2026	For the half year ended September 30, 2025
Cash flow from operating activities		
Profit before tax	0.52	0.37
Operating profit before working capital changes	2.21	2.19
Cash generated from operations	11.53	2.09
Income tax paid	(2.07)	(2.79)
Net cash flow from operating activities	**9.46**	**(0.70)**
Net cash flow from investing activities	**(0.08)**	**7.79**
Net cash flow from financing activities	**(9.97)**	**(9.20)**
Net (Decrease) in cash and cash equivalents	**(0.59)**	**(2.11)**
Cash and cash equivalents at the beginning of the half year	2.05	3.22
Cash and cash equivalents at the end of the half year	**1.46**	**1.11**

THE S D RETAIL STORY:

DRESSING YOU FROM 8PM TO 8AM

S D Retail Limited (S D Retail or SWEET DREAMS) is India's leading sleepwear brand. Founded over 30 years ago as a trade-driven business, we have grown into a consumer-focused, omnichannel brand offering sleepwear for men, women, and kids—designed for the **8 PM to 8 AM** lifestyle.

We have a national footprint, distributing products across all Indian states and union territories. As of now, our products are available in Large Format Stores (LFS), Exclusive Brand Outlets (EBOs), and Multi-Brand Outlets (MBOs). We also have a strong digital presence, selling on platforms like Myntra, AJIO, Nykaa, Flipkart, Amazon, and Zepto, along with our own website. These channels help us serve customers across India and diaspora beyond.

SWEET DREAMS stands out in a unique, habit-forming apparel category. Our clothes are worn every night, often for 8–10 hours at a stretch.

Despite being worn every day for long hours, sleepwear receives little attention in the Indian wardrobe. We frame this using the 3W model which we have derived through statistical estimations:

42%

WEAR-TIME SHARE

70 hours/week

10%

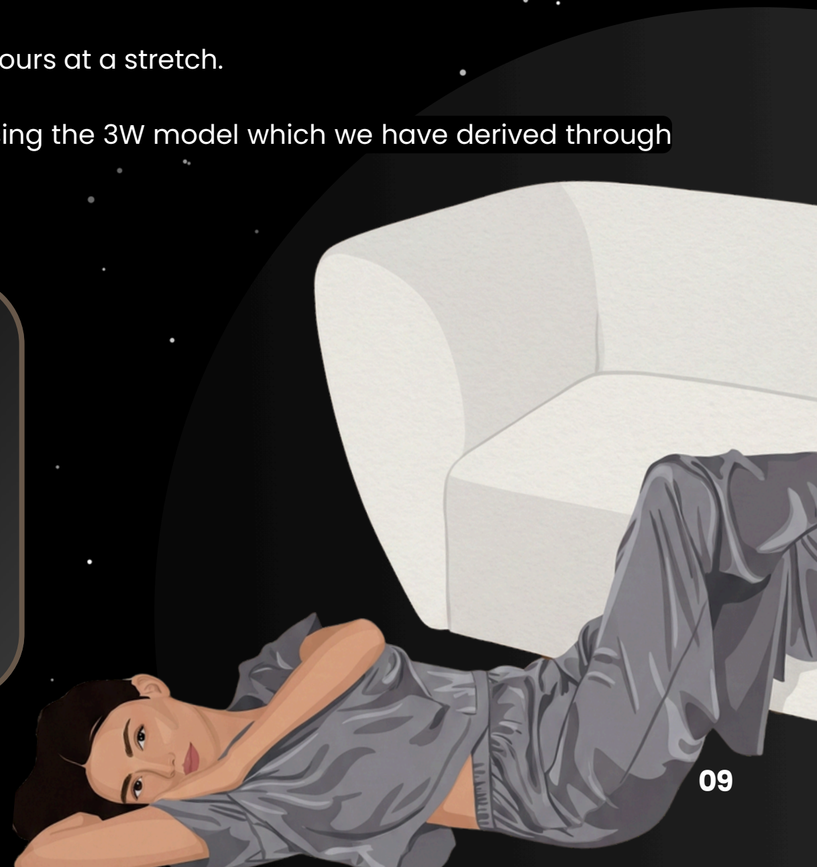
WARDOBE SHARE

Small space. High rotation.

6%

WALLET SHARE

Low spend. Big upside.



COMPANY DIFFERENTIATORS

Single Category Focus

Unlike large apparel brands that bundle sleepwear under lingerie or innerwear, we build **exclusive sleepwear stores** with product depth and options breadth.

Men, Women & Kids Coverage

Sleepwear is typically marketed to women. We offer gender **coverage**, with wide and thoughtful selections for **men and kids**, too.

Sets-Based Product Strategy

We believe sleepwear is best experienced as **coordinated sets**—not mismatched separates. Our entire product architecture is designed accordingly to provide the largest assortment of sleepwear.

Multi-Channel Availability

Modern consumers are informed shoppers who purchase fashion across multiple channels, so we ensure our latest sleepwear is available wherever they shop—MBOs, LFSs, e-commerce platforms, marketplaces, and quick commerce.

Data-Led Design Decisions

Our **EBO-level shopper insights** shape real-time product decisions— from fabrics, fits to trending prints and color preferences.

Custom AI applications

With 3**0+ low-code in-house apps and agentic AI** in use across functions, we've built an in-house tech stack to drive agility, efficiency, and scale.

OUR PRODUCT PORTFOLIO

SLEEPWEAR & FASHION BEYOND BEDTIME



WOMEN



MEN



KIDS

A Habit-Forming Essential

Sleepwear is used daily, washed frequently, and replaced often, making comfort, durability, and quality central to the category.

High Usage, Frequent Replacement

With repeated wear and laundering, sleepwear requires stronger fabrics, better construction, and consistent quality to retain comfort over time.

Beyond the Bedroom

Sleepwear is no longer limited to bedtime. It is worn at home, during travel, on staycations, airport runs, and casual downtime, making it part of everyday lifestyle dressing.

Work-from-Home Ready

Hybrid lifestyles have increased demand for clothing that moves easily from relaxed home moments to virtual meetings and casual outings.

Sets as a Strategy

The Coordinated Sleepwear Advantage

SWEET DREAMS focuses on coordinated sets that combine tops, bottoms, and layers into complete looks. This removes styling confusion, improves perceived value, and delivers a polished, comfortable outfit with minimal effort. By offering two or more coordinated garments under one product proposition, sets also support stronger basket value and higher average selling prices.

SDMOVE

Athleisure & Activewear by SWEET DREAMS

Building on our reputation for FIT and quality, SDMOVE is SWEET DREAMS dedicated line for movement-friendly apparel: athleisure and workout wear.

What SDMOVE Offers

Tracksuits, sweatshirts, joggers, workout tees, co-ord sets, and workleisure pants—crafted for movement, style, and all-day wear.

Where It's Worn

From travel and airport looks to light workouts and urban casualwear. SDMOVE serves the evolving needs of today's movement-driven lifestyle.

TRUST BUILT ON YEARS OF DELIVERY

OUR DNA IS DESIGN AND PRODUCT DEVELOPMENT

TREND-SPOTTING



- Participate in fairs or exhibitions in India or abroad to better understand trends.
- study cultural landscape of social media, movies, events to Address evolving market trends and customers' preferences.
- rapid sampling and feedback cycle to iterate to the right products.

DESIGN EXPERTISE



- Creative team of __ in-house designers and merchandisers
- in house database of fabrics, accessories and fits collected over years of execution.
- designer to supplier collaboration bringing ideas to life fast and economically.

FEEDBACK AND ANALYTICS



- Product launches spread through the year bringing freshness.
- continous data analysis of fast selling styles and customer feedback study.
- software and processes for root cause analysis of complaints and issues resolution.

WHERE WE ARE, WHERE WE'RE GOING

SLEEPWEAR AVAILABLE IN EVERY SHOPPING MARKET

FROM PRODUCT PLACEMENT TO BRAND EXPERIENCE

We're reshaping how sleepwear is discovered and purchased — shifting from being a category inside multi-brand outlets to becoming a fully immersive, branded retail experience.

Our standalone SWEET DREAMS stores house the most comprehensive assortment in the category:

- Hundreds of options
- Inclusive size ranges
- Variety of fabrics
- Style breadth across Men, Women, and Kids

Single destination for shopping for all: style breadth across Men, Women, and Kids
Retail Expansion Strategy

CURRENT FOOTPRINT

Data as on 30th September 2026

EBOs	MBO	LFS	Marketplace
84	2500+	65	9 PLATFORMS
Brand-owned, experience-led stores	Strategic placements in key regional markets	High visibility retail partnerships	Strategic placements in key regional markets

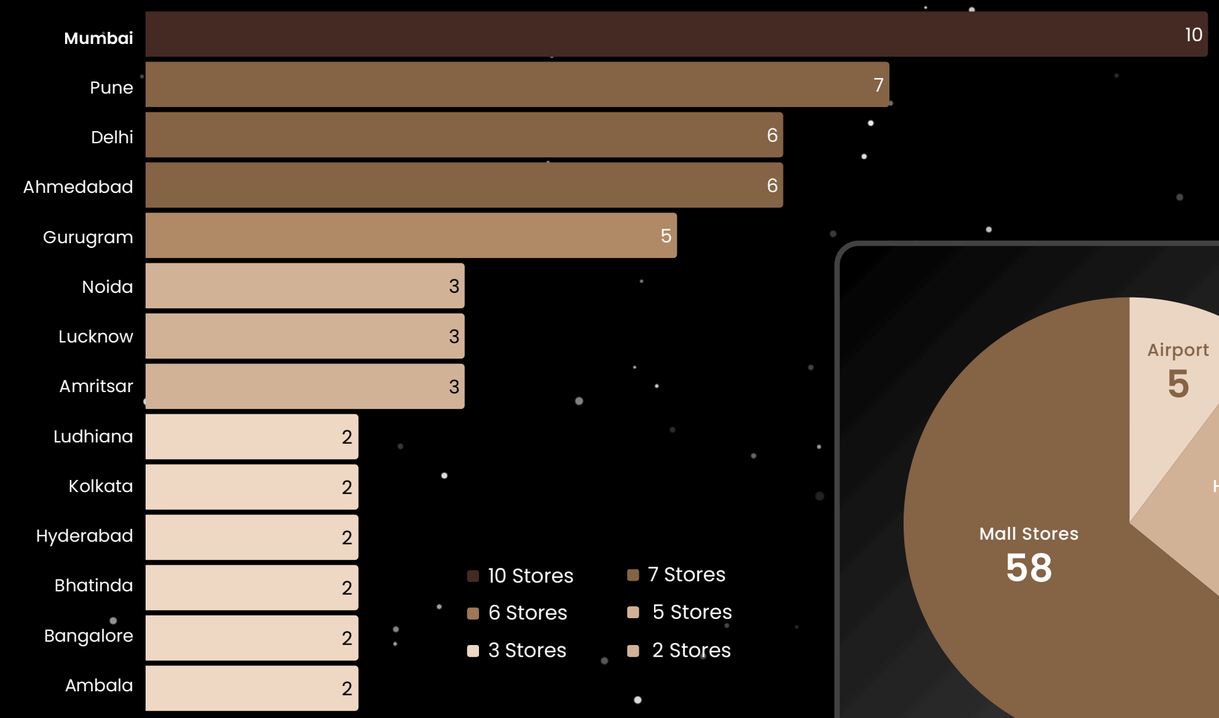
OUR RETIAL GROWTH

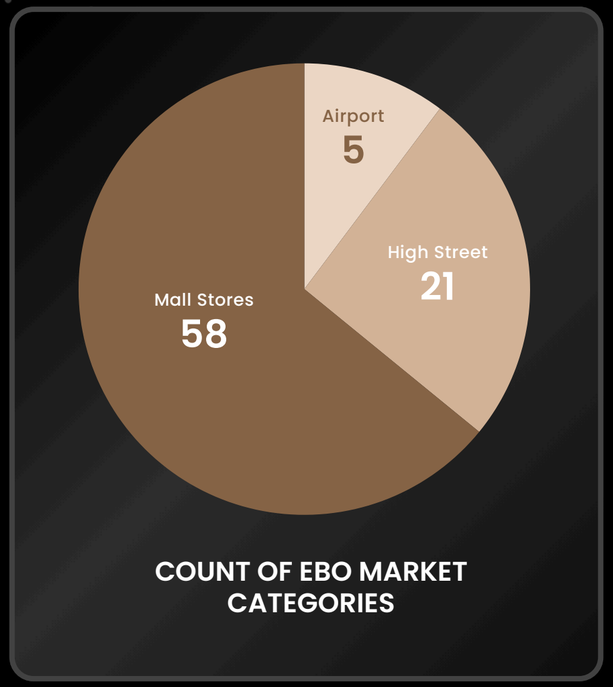
EBO BUSINESS CREDENTIALS

H1 FY 25-26		H1 FY 26-27	
Stores	64	Stores	84 ▲20
Avg Store Size	451 SQFT	Avg Store Size	505 SQFT ▲12%
Avg Billing Value	₹3,794	Avg Billing Value	₹4,429 ▲16.7%

H1 FY 25-26		H1 FY 26-27	
Total Sq Ft	28.9K	Total Sq Ft	42.5K ▲47.1%
Avg ASP	₹1,713	Avg ASP	₹1,755 ▲2.5%
Sales per Sqft (annual)	₹16,375	Sales per Sqft (annual)	₹17,647 ▲7.8%

PAN-INDIA EBO NETWORK





COUNT OF EBO MARKET CATEGORIES



EMERGING CITIES (1 EBO EACH)

Ajmer · Aurangabad · Bareilly · Barnala · Bhopal · Bilaspur · Dehradun · Faridabad · Ghaziabad · Patna · Goa · Guwahati · Hubballi · Indore · Jabalpur · Jalandhar · Kanpur · Kochi · Meerut · Muzzafarnagar · Nagpur · Patiala · Raipur · Rajkot · Surat · Udaipur · Vijaywada · Vishakhapatnam · Chennai

Data as on 30th September 2026

PRESSING REFRESH

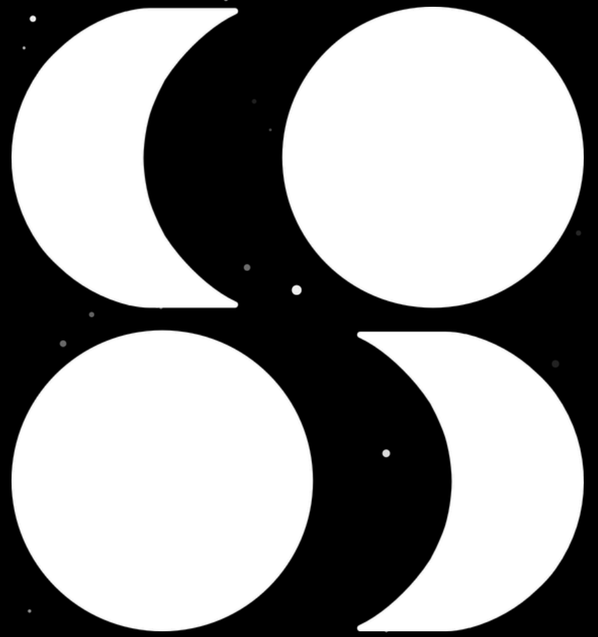
REINVENTED BRAND IDENTITY

SWEET DREAMS has refreshed its brand identity to create a more premium, ownable, and scalable visual language for its next phase of growth.

Inspired by The Equinox, the new identity captures the rhythm of day and night — the transition from performance to presence, and from the outside world to the warmth of home.

The Equinox unites the sun and moon in a harmonious loop- capturing “the repetition of the night cycle, when we are free from performance and rooted in presence.”

- Rising crescent moon in the east — the beginning of night
- Setting sun in the west — the last trace of day
- Rising sun in the east — the return of morning
- Setting moon in the west — the close of the night cycle



This Change Enables

- Stronger brand recall through a distinct and recognizable visual system rooted in sleep, nighttime, and routine.
- Premiumization of the category by moving sleepwear from a functional purchase to an emotional, lifestyle-led brand experience.
- Memorability across touchpoints including stores, product packaging, website, social media, marketplaces, and performance marketing.

OUR NEW RETAIL IDENTITY

SWEET DREAMS is redesigning its visual merchandising to make every store touchpoint reflect the brand's core message of comfort, rest, and everyday downtime. From product zoning and colour stories to windows, mannequins, and in-store communication, the aim is to create a more consistent and memorable retail experience that helps customers instantly connect with the brand, understand the relevance of sleepwear beyond bedtime, and recall SWEET DREAMS as their destination for home clothing.













THE ENGINE THAT MAKES IT WORK

OUR SUPPLY CHAIN AND TECHNOLOGY

APPAREL EXHIBITIONS

Active participation in textile and apparel exhibitions helps identify new fabrics, vendors, innovations, and sourcing opportunities.

DIVERSIFIED SOURCING

Balanced vendor network across basics, fashion, licensed merchandise, innovation, and value ranges ensures quality, reliability, and competitiveness.

AGILE SUPPLY CHAIN

Agile supply chain supports faster product development, smarter inventory planning, stronger replenishment, and responsive launches.

TECH-INTEGRATIONS

Integration-first systems connect ERP, retail, e-commerce, CRM, logistics, and reporting for seamless information flow.

LOW-CODE & AI

30+ low-code applications and AI workflows improve agility, reduce manual work, and strengthen execution.

DEVELOPER TEAM

In-house technology team builds practical software solutions tailored to company workflows and operations.

AUTOMATIONS & BOTS

Automation and bots streamline repetitive tasks, improve accuracy, reduce turnaround time, and increase productivity.

OUR JOURNEY SO FAR

YESTERDAY'S DREAMS, TODAY'S REALITY

2004

Incorporated as S D Retail Private Limited, the company was started with an aim to make sleepwear a mainstream apparel category.

2009

Entered modern retail by launching in Multi-Brand Outlets (MBOs), beginning with leading chain Shoppers Stop—marking our entry into organized retail.

2014

Ventured online by selling on leading marketplaces, adapting early to India's shift toward digital-first shopping.



2022

Opened our first EBO, creating a SWEET DREAMS experience and deepening direct connections with our customers.

2024

Converted into a Public Limited Company and listed on the NSE Emerge platform on September 27, 2024—reflecting our long-term commitment to growth, transparency, and corporate governance.

2026

Reinvented our brand and retail identity with sharper VM, store design, and communication to align with our mission.

THANK YOU

S D RETAIL LIMITED

Listed on NSE Emerge as **SDREAMS**